



ADVANCEMENT COMMITTEE MEETING
Wednesday, February 3, 2021; 3 – 4 p.m.
Zoom

Minutes

- I. **In Attendance:** Julie Cummings, Shelley Gubelmann, Pamela McIver, Jamie Stern, Cornelia Thornburgh, and staff: Marilyn Munoz, Anne Noble, Diana Stanley
- a. **Not in Attendance:** Diana Barrett, Ann Brown, Sandy Garfunkel, Cynthia Hochman, Sally Marks, Hazel Schultz, Carole Strawbridge
- II. **Financial Update through 1/31/21** Anne Noble
- a. YTD Actual: \$2,129,565
- b. YTD Budget: \$1,724,790
- c. Over YTD Budget: \$404,775
- d. Yearly Budget: \$3,151,602
- e. Important to note, \$1 million needs to be raised between now and June 31, largely with events
- III. **Palm Beach Virtual Non-Event** Pam McIver/Marilyn Munoz
- a. Pam: Review of Non-Event, with Non-Committee, getting great feedback from those she is talking to about the event.
- b. Marilyn: Shared Hard Copy Invitation with those on the call, and stated we will also have an Evite
- c. Julie: Would like 20 hard copies to mail to friends; other committee members asked to have them as well so they could add personal notes. And, The Lord's Place Sticky Notes would be helpful.
- d. Julie/Pam/Cornie: Match could be a great way to promote the appeal; but not to state a goal for the appeal. Julie agreed to help pull together people who would consider coming together for a match.
- i. Matching Ad: Run right after invitation received
- ii. Matching Social Media, but not in invitation
- e. Shelley: Consider a raffle/prize?
- i. Diana: Would rather spend energy on match and appeal, unless something appears to raffle
- f. Julie: Idea to have a Valentine's Day Event in 2022
- g. Pam: Event needs to be a point of connection for the Home for Good (HfG) Capital Campaign
- i. Diana: This event is intended to fund the Mission of The Lord's Place
- ii. Cornie: SleepOut can mention the campaign; adding HfG may confuse
- iii. Jamie: We need communication to donors with regard to the HfG Campaign
- iv. Marilyn: Will add a line on the RSVP card to learn more about HfG
- v. Anne: We will be sending PBE invite to prospects, as well as via eblast and social media
- h. ACTION ITEMS:**
- i. Marilyn
1. Send hard copy invitations to anyone who needs them on the committee to send to friends who may be interested in donating.
 2. Order The Lord's Place sticky notes for personal notes on invitations.
 3. Add line to RSVP card about Home for Good
 4. Matching Gift Social Media/Ad?
- ii. Julie/Pam/Cornie
1. Help activate a matching opportunity

IV. **SleepIn for SleepOut – New Ideas**

Marilyn Munoz

- a. Julie: Would be great to get the next generation involved
 - i. Katelyn (works with Julie)
 - ii. Christina MacFarland
 - iii. Julie's daughter
- b. Diana: Also to get Influencers involved
- c. Anne: Will send information to millennials and families about SleepOut though prospecting
- d. **ACTION ITEM:**
 - i. Committee to take SleepOut Survey, and send to others who would consider the 5 minute survey: <https://www.surveymonkey.com/r/SleepInTLP>

V. Zoom Series

- i. Subcommittee consists of Pam McIver, Diana Barrett and Jamie Stern
- ii. Title of Zoom Series: "Zoom in on Homelessness"
- iii. Will be the third Wednesday every month starting in March
- iv. First topic will be international solutions or evictions
- v. Will discuss important issues related to homelessness and solutions
- vi. Julie: Do not limit how many people can attend

VI. Next Meeting: Wednesday, March 3 at 3 p.m.